

STATE OF SOUTH CAROLINA

(Caption of Case)

See Docketing Information Other

BEFORE THE  
PUBLIC SERVICE COMMISSION  
OF SOUTH CAROLINA

COVER SHEET

DOCKET

NUMBER: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

(Please type or print)

Submitted by: Patrick W. Turner

SC Bar Number: 6566

Telephone: 803-401-2900

Fax: 803-254-1731

Other:

Address: Suite 5200

1600 Williams Street

Columbia, South Carolina 29201

Email: patrick.turner.1@att.com

NOTE: The cover sheet and information contained herein neither replaces nor supplements the filing and service of pleadings or other papers as required by law. This form is required for use by the Public Service Commission of South Carolina for the purpose of docketing and must be filled out completely.

DOCKETING INFORMATION (Check all that apply)

☐ Emergency Relief demanded in petition

☐ Request for item to be placed on Commission's Agenda expeditiously

☒ Other: Promotion Description - SFD Gift Card Offer #1525

INDUSTRY (Check one)

- ☐ Electric  
☐ Electric/Gas  
☐ Electric/Telecommunications  
☐ Electric/Water  
☐ Electric/Water/Telecom.  
☐ Electric/Water/Sewer  
☐ Gas  
☐ Railroad  
☐ Sewer  
☒ Telecommunications  
☐ Transportation  
☐ Water  
☐ Water/Sewer  
☐ Administrative Matter  
☐ Other: \_\_\_\_\_

NATURE OF ACTION (Check all that apply)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Affidavit                 | <input type="checkbox"/> Letter                            | <input type="checkbox"/> Request                   |
| <input type="checkbox"/> Agreement                 | <input type="checkbox"/> Memorandum                        | <input type="checkbox"/> Request for Certification |
| <input type="checkbox"/> Answer                    | <input type="checkbox"/> Motion                            | <input type="checkbox"/> Request for Investigation |
| <input type="checkbox"/> Appellate Review          | <input type="checkbox"/> Objection                         | <input type="checkbox"/> Resale Agreement          |
| <input type="checkbox"/> Application               | <input type="checkbox"/> Petition                          | <input type="checkbox"/> Resale Amendment          |
| <input type="checkbox"/> Brief                     | <input type="checkbox"/> Petition for Reconsideration      | <input type="checkbox"/> Reservation Letter        |
| <input type="checkbox"/> Certificate               | <input type="checkbox"/> Petition for Rulemaking           | <input type="checkbox"/> Response                  |
| <input type="checkbox"/> Comments                  | <input type="checkbox"/> Petition for Rule to Show Cause   | <input type="checkbox"/> Response to Discovery     |
| <input type="checkbox"/> Complaint                 | <input type="checkbox"/> Petition to Intervene             | <input type="checkbox"/> Return to Petition        |
| <input type="checkbox"/> Consent Order             | <input type="checkbox"/> Petition to Intervene Out of Time | <input type="checkbox"/> Stipulation               |
| <input type="checkbox"/> Discovery                 | <input type="checkbox"/> Prefiled Testimony                | <input type="checkbox"/> Subpoena                  |
| <input type="checkbox"/> Exhibit                   | <input checked="" type="checkbox"/> Promotion              | <input type="checkbox"/> Tariff                    |
| <input type="checkbox"/> Expedited Consideration   | <input type="checkbox"/> Proposed Order                    | <input type="checkbox"/> Other: _____              |
| <input type="checkbox"/> Interconnection Agreement | <input type="checkbox"/> Protest                           |  |
| <input type="checkbox"/> Interconnection Amendment | <input type="checkbox"/> Publisher's Affidavit             |  |
| <input type="checkbox"/> Late-Filed Exhibit        | <input type="checkbox"/> Report                            |  |

Print Form

Reset Form

## **Promotion Description**

### **SFD Gift Card Offer #1525**

#### **Overview**

The SFD Gift Card Offer promotion is scheduled to begin on 12/31/2007 and end on 01/31/2008. Customers moving into targeted newly constructed single family dwellings (SFD), town homes, or condos will receive collateral that will include a coupon redeemable for a gift card. The gift card is not redeemable for cash.

#### **Promotion Specifics**

Customers moving into a targeted development will be given collateral with coupon that can be redeemed for a \$25 or \$50 gift card (note not redeemable for cash). The customer must establish new service with AT&T prior to redemption of the coupon. Service can be established online, via a designated 800 number or by contacting an AT&T representative in a Call Center. After establishing service, the customer must complete the coupon and include their new telephone number before redeeming. Customers purchasing 2 (two) services qualify for a \$25 gift card. Customers purchasing 3 (three) services qualify for a \$50 gift card. Customers establishing service in a non-targeted SFD location may receive a coupon for fulfillment upon demand.

#### **Promotion Restrictions/Eligibility Requirements**

1. Offer available only to customers establishing service (N or T order) in a newly constructed SFD, town home, or condominium.
2. Customers returning to AT&T from a competitor must not have had local service at least 10 (ten) days prior to the new service connection date.
3. The customer must place the order between 12/31/2007 and 01/31/08.
4. Offer valid for only one (1) service line per local service address.
5. The customer must place their order through an AT&T business office or outbound telemarketing vendor or the alternative channel indicated on the direct mail piece or collateral provided.
6. AT&T reserves the right to discontinue or modify this promotion at any time following Commission notice.
7. Offer may not be combined with Reacquisition \$100 Cash Back offer or Reacquisition or Service Connection Waiver.
8. Offer may be combined with cash back offers or other promotional offers on the same services, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of these promotions with any other promotions at the Company's sole discretion.
9. Customers purchasing 2 (two) services qualify for a \$25 gift card.
10. Customers purchasing 3 (three) services or more qualify for a \$50 gift card.